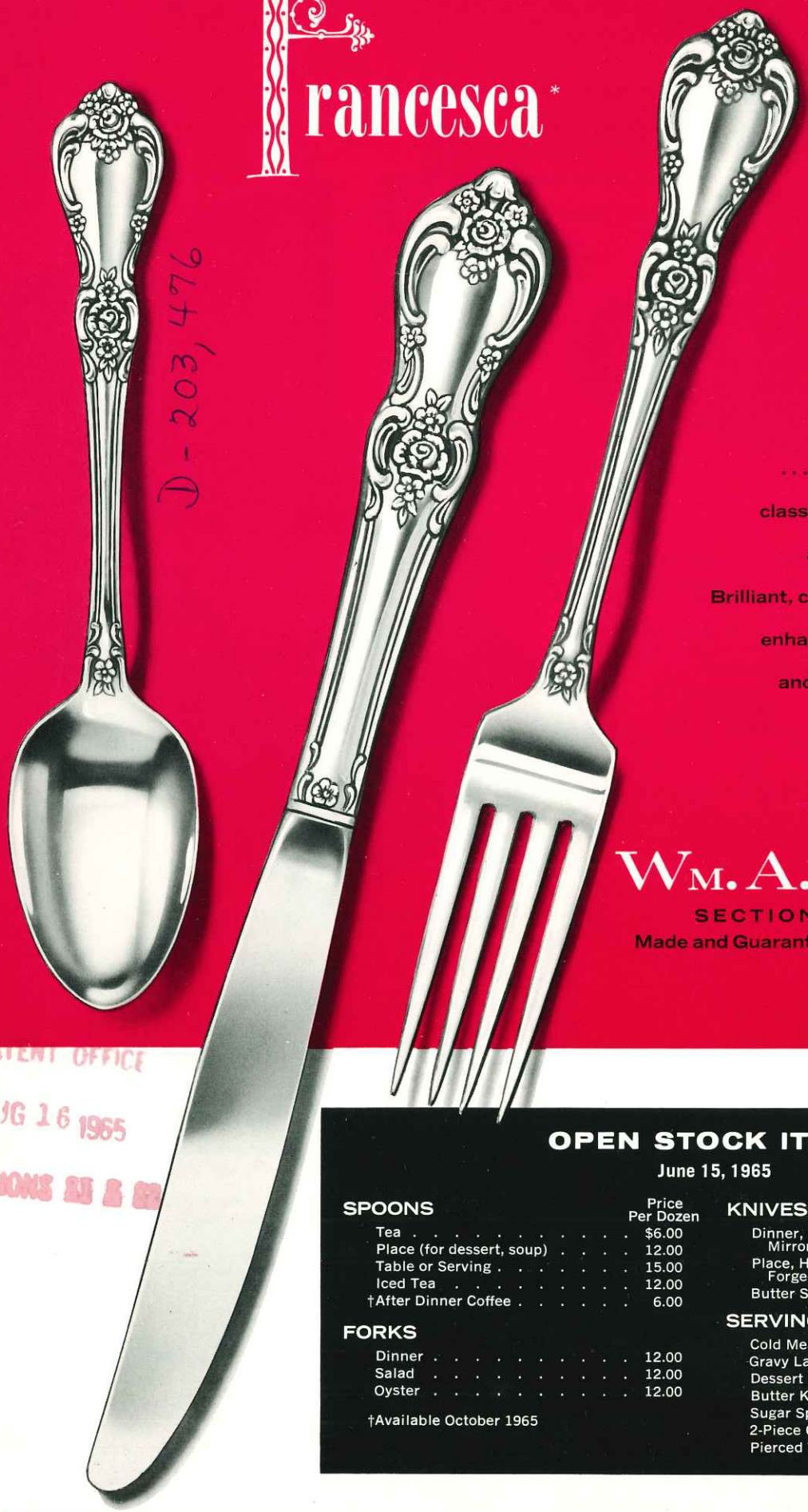
LOVELY, NEW

Francesca*



D-203,476

A satin-smooth lustrous finish mirrors a deeply-carved, rich ornamentation of roses . . . giving Francesca a classically baroque, yet modern-as-tomorrow appearance. Brilliant, changing highlights enhance both traditional and modern table schemes.

WM. A. ROGERS*

SECTIONAL SILVERPLATE

Made and Guaranteed by Oneida Ltd. Silversmiths

*Trademarks of Oneida Ltd.

PATENT OFFICE
AUG 16 1965
DIVISIONS 33 & 42

OPEN STOCK ITEMS

June 15, 1965

SPOONS	Price Per Dozen
Tea	$6.00
Place (for dessert, soup)	12.00
Table or Serving	15.00
Iced Tea	12.00
†After Dinner Coffee	6.00

FORKS	
Dinner	12.00
Salad	12.00
Oyster	12.00

†Available October 1965

KNIVES	Price Per Dozen
Dinner, Hollow Handle, Mirror Stainless Blade	$18.00
Place, Hollow Handle, Forged Stainless Serrated Blade	24.00
Butter Spreader	12.00

SERVING PIECES	Each
Cold Meat Fork	2.25
Gravy Ladle	2.25
Dessert Server	2.25
Butter Knife	1.25
Sugar Spoon	1.25
2-Piece Carving Set	6.00
Pierced Table or Serving Spoon	1.25

WM. A. ROGERS

SECTIONAL SILVERPLATE

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NO. 785 MAHOGANY CHEST (illustrated at left)—This smart chest of solid wood construction will hold a service for 8 or 12. Brown mahogany finish . . . lining is of Red Cordex fabric with white satin cover pleats. Approved anti-tarnish by Oneida Ltd. Laboratories. Size 16" x 11".

NO. 879 WALNUT CHEST (not illustrated)—A handsomely finished wood chest which will hold complete services for 8 or 12. It is anti-tarnish and the handsome Red Duvetyn lining is accented by white satin cover pleats. Size 14¾" x 10½".

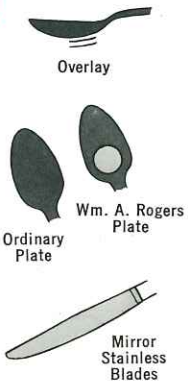
NO. 881 BROWN WALNUT DRAWER CHEST (illustrated at right)—Extra large wood drawer chest with brass drawer pull. Will hold a most complete service for 8 or 12. Size 16" x 11". It is anti-tarnish and lined in Coral Cordex fabric with white satin cover pleats.

RETURN TO DESIGN DIV.

All prices and merchandise are subject to change or discontinuance without notice. All orders are subject to prices prevailing at date of shipment.

IMPORTANT NOTICE—Always emphasize the full brand names marked on our Rogers Lines. Our Rogers ware must not be sold or represented as Rogers ware except as Rogers ware manufactured by Oneida Ltd. Silversmiths.

QUALITY FEATURES



Wm. A ROGERS SECTIONAL has an extra "Sectional" overlay of pure silver at the point of greatest wear on most-used spoons and forks. This insures long service.

Wm. A ROGERS SECTIONAL has balanced plate—more silver is placed on the back of each piece where the most wear comes.

Wm. A. ROGERS SECTIONAL knives have hollow handles with mirror stainless blades. The handles are heavily plated with pure silver. The stainless blades will not rust or stain and have a sharp cutting edge.

ONEIDA LTD. Silversmiths • ONEIDA, N. Y. 13423

6-65-6154A